

A collage of modern architectural images, including a tall glass skyscraper, a building with a grid of diamond-shaped windows, and a curved metallic structure, all set against a blue sky. The collage is framed by a gold border.

# HARMONY LIFESTYLES GROUP

[WWW.HARMONYLIFESTYLES.COM](http://WWW.HARMONYLIFESTYLES.COM)



REAL ESTATE | INVESTMENTS | PHILANTHROPY

Over  
**50**  
years of  
Experience



## Harmony LOGO

HARMONY - A simple word that can mean so many things.

The upward rising square blocks designed like arrows represent growth and development.

A creatively designed combination of the two symbolise architectural spaces that are at the pinnacle of comfort and happiness.

# Building Holistic Environments **SINCE 1974**

Incorporating ESG across Harmony Realty, Harmony Ventures and Harmony Lifestyles Foundation.

## Real Estate

With more than four decades of excellence in real estate, Harmony Realty has transformed over one and a half million sq.ft. till date across renowned localities in Mumbai and Thane, with more projects always in the pipeline.

## Investments

Harmony Ventures, the investment office of Harmony Lifestyles Group, provides capital to early-stage startups, PE/VC funds, and public-oriented opportunities in India.

## Philanthropy

Giving back to society has always been one of the core objectives at Harmony Lifestyles Group. The Harmony Lifestyles Foundation believes in extending its ecosystem of services towards the betterment of mankind across Health, Education & Environment focus areas.



What you leave behind is not engraved in stone monuments, but what is woven into the lives of others

**Pericles**

495 – 429 BCE

Greek Politician, General, and Philosopher



**Legacy that touches lives and  
empowers lifestyles!**



# OUR TIMELINE |



# ORGANISATION STRUCTURE |

Harmony Lifestyles Group believes in a lean organisational structure as it offers several benefits that suit the real estate industry. A lean organisation structure results in improved efficiency, and helps in in-depth analytics and evaluation of the company's work. It has helped Harmony Lifestyles Group achieve better quality control while reducing waste when it comes to resources. Additionally, it ensures a more personal approach that leads to better relationships with clients. It also enables stronger future prospects as the responsibility is divided amongst a key group of dedicated individuals. Come partner with us to experience the advantages of our approach







## VISION

To establish HARMONY LIFESTYLES GROUP as one of MMR region's most respected & leading real estate development brands by 2029.

## MISSION

To deliver high quality & innovative living spaces as per our commitments, by employing renowned global practices, with the prime objective of providing a superior lifestyle & a positive experience to our customers, so that we effectively contribute towards building a better world.

## Our Four Pillars of Philosophy |

### Integrity

Integrity at our organisation is driven by total transparency and adherence to compliance mandates as well as laws & regulations of the land, effectively resulting in exceptional quality and unmatched customer satisfaction.

### Innovation

Innovation helps us drive customer delight through contemporary features and comforts that lead to the creation of future-ready living and working spaces.

### Professionalism

Professionalism lies at the core of everything we do, enabling stringent operating procedures that follow delivery commitment.

### Sustainability

Sustainable development across all our business verticals to support the long-term ecological balance of the environment.

## OUR LEADERS |



**Mr. Rajendra Jain**

Group Advisor

A veteran in the industry, Mr. Rajendra Jain is extremely respected across the real estate spectrum for his simple demeanour and sharp business acumen. Mr. Rajendra Jain is the pioneer behind Rajgir Builders, and his approach to streamlined development has inspired the disciplined practices of excellence that are still stringently followed at Harmony Lifestyles Group. His leadership was directly responsible for more than 30 residential and commercial projects between 1974 and 2004 in some of the most prime areas of Mumbai. Several of these projects included the redevelopment of old chawls and dilapidated buildings, as he believes in empowering everyone with access to contemporary lifestyles.

A graduate in Agriculture from the 1960s, he has served as the former chairman of SAJ Hotels & Resorts, one of the largest recreational resorts in scenic Mahabaleshwar. He was instrumental in setting up a 100 bed hospital in Udaipur, which was inaugurated by the former President of India, Smt. Pratibha Patil.

## CONTRIBUTING TO PROGRESS WITH CONSTRUCTIVE LEADERSHIP



**Mr. Deepak Jain**

Chairman & Managing Director

Deepak Jain's vision and values have shaped Harmony Lifestyles Group's growth and success, making it one of the most recognized and trusted real estate brands in the MMR region. Spearheading the group since 2005, Deepak Jain serves as its Managing Director & CEO, with over 20 years of hands-on experience in all aspects of the real estate industry. Deepak Jain was instrumental in steering the organisation through one of the most difficult periods in the Indian real estate scenario, while helping the company maintain a debt free status and spearheading approximately 1M sq. feet of development thus far.

Deepak Jain holds an MBA (Marketing) degree from NMIMS and a BCom degree from Sydenham College of Commerce and Economics. His leadership has been recognised through various awards, and Harmony Lifestyles Group was awarded as India's No. 1 Brand in the Real Estate Category by IBC International, USA under his leadership.

Supported by a team of experienced professionals including finance & accounting, legal, liaison, and marketing heads for over 2 decades



The logo for Harmony Realty features the word "HARMONY" in a dark blue serif font, with a stylized icon of three stacked horizontal bars with upward-pointing ends. Below it, the word "REALTY" is in a gold-colored serif font, with a stylized icon of three stacked horizontal bars with downward-pointing ends.

# HARMONY REALTY

From its humble beginnings in 1974 as Rajgir Builders, Harmony Realty – real estate arm of Harmony Lifestyles Group has today emerged into an real estate brand that has carved a niche for itself through innumerable satisfied customers that depend on us for a wide range of high quality real estate offerings.

Having developed simple homely abodes to heights of luxury, Harmony Realty believes in empowering everyone across every spectrum of the society.

A large, modern building with a distinctive facade of horizontal, wavy, grey panels. The building is covered in lush green plants, including moss and small trees, growing from the panels. A traffic light and a street lamp are visible in the foreground.

# REAL ESTATE



# A TESTAMENT TO MODERNITY

## ONGOING PROJECTS |

With over 30 dependable projects across housing and hospitality, Rajgir Builders was ready for a transformation that empowered it to keep up with the times. Bringing a greater sense of professionalism to the homely values cultivated by Rajgir Builders, the organisation corporatised its activities under the banner of Harmony Lifestyles Group in 2004.

Harmony Lifestyles Group, as a brand, streamlined the diverse business as well as charitable interests developed over the years. Guided by the vision of Managing Director & CEO, Deepak Jain, the group transformed 1,500,000 sq.ft. through understated, yet luxurious projects in the fast-booming localities of Mumbai and Thane. These projects offered contemporary conveniences and an elevated lifestyle to discerning customers, in addition to the signature quality that had become synonymous with the group.



### Harmony Sunkist

Residential (Bandra, Mumbai)

Nestled in the heart of Bandra's vibrant landscape as a part of St. Sebastian Homes, Harmony Sunkist offers the perfect blend of luxury, convenience, and seamless connectivity.

These exclusive 2 BHK boutique residences are designed for those who seek elegance with effortless access to the city's pulse.



### 45th Meridian

Residential/Commercial (Juhu, Mumbai)

Premium 11 storey tower offers 2BHK, 3BHK and 4BHK luxury sea-facing residences in one of the Mumbai's most prestigious location in Juhu. It also offers luxury amenities with private rooftop decks.



### 9 Rajgir

Commercial (Borivali, Mumbai)

9 Rajgir is a towering edifice of 18 stories. The contemporary glass façade styles the structure with an international look. The vertical fins outside the parking floors add a subtle play of geometry to the elevation, making it unmissable.





A GLIMPSE INTO THE FUTURE

## FUTURE PROJECTS |

With over 4 decades of expertise in local development & redevelopment, the lucrative residential zones of Thane and Mumbai have always been a forte for the Harmony Lifestyles Group. The upcoming projects are located in strategic areas of Ghodbunder Road, Thane city, and the posh suburb of Juhu, Mumbai. These future-ready homes will have innovation at the core of their design. The locations have been thoughtfully chosen to provide effortless access all the aspects of a fulfilling lifestyle such as entertainment, economic opportunities, ease of travel, and of course, delightful luxury that can be proudly passed on to the next generation.

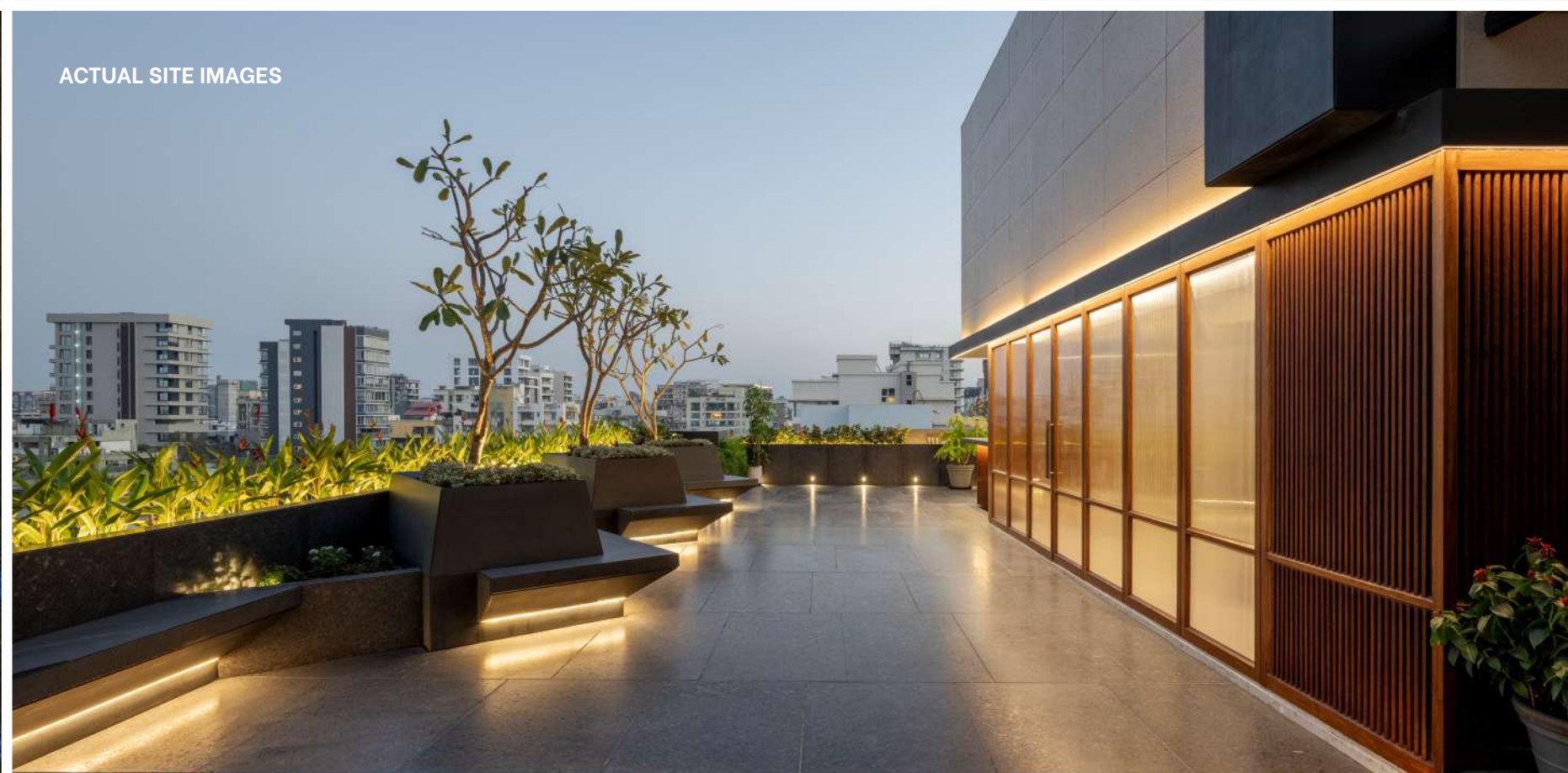


# RECENTLY COMPLETED LUXURIOUS PROJECT

## Harmony House Private Residence

JVPD Scheme, Juhu, Mumbai  
18,000 Sq.Ft

ACTUAL SITE IMAGES





# COMPLETED PROJECTS |

Led by Shri Rajendra H. Jain, Rajgir Builders had a sincere, yet simple motto - a commitment to quality that lasts generations. That commitment still stands tall since the first project that materialised in 1974 - Jain Chambers in Bandra, which now houses the headquarters of Harmony Lifestyles Group. This dedication to customer satisfaction led to several spaces that catered to everyone's needs, shaping Mumbai's everchanging skyline slowly, but steadily.

## A LEGACY OF COMMITMENT



### Harmony Mahashreenathji

Location - Borivali, Mumbai  
Area - 150,000 (Built-up Sq.ft)  
Type - Residential  
Completion Year - 2024



### Harmony Signature Towers

Location - Ghodbunder Rd, Thane  
Area - 150,000 (Built-up Sq.ft)  
Type - Residential  
Completion Year - 2018



### Harmony Sky Suites

Location - Ghodbunder Rd, Thane  
Area - 100,000 (Built-up Sq.ft)  
Type - Residential  
Completion Year - 2016



### Harmony Horizons

Location - Ghodbunder Rd, Thane  
Area - 250,000 (Built-up Sq.ft)  
Type - Residential  
Completion Year - 2016



### Vaishali CHS

Location - Kandivili (W), Mumbai  
Area - 50,000 (Built-up Sq.ft)  
Type - Residential /  
Re-development  
Completion Year - 2012



### Harmony Apartments

Location - Andheri (W), Mumbai  
Area - 65,000 (Built-up Sq.ft)  
Type - Retail / Residential  
Completion Year - 2012



### Rajgir Milan

Location - Andheri (W), Mumbai  
Area - 50,000 (Built-up Sq.ft)  
Type - Residential  
Completion Year - 2004



### Rajgir Milap

Location - Andheri (W), Mumbai  
Area - 50,000 (Built-up Sq.ft)  
Type - Residential  
Completion Year - 2004



# REDEVELOPMENT INITIATIVE



## Putting best foot forward through Harmony Re-store's sincere efforts

Harmony Lifestyles Group has been consistently endeavoring to professionalise the process of redevelopment by demolishing old dilapidated structures and reconstructing modern living spaces while following proper government mandates and development control regulations.

## Key advantages of transformation or going for redevelopment

- Larger usable area to residents.
- Larger common amenities space.
- Sustainable construction methods harmonize quality life and the environment.
- Complex equipped with safety and security features.
- Excellent valuation & appreciation of the property.

## Reimagining the skylines of Mumbai and Thane!

Redeveloping old, inconvenient buildings into well planned, modern structures is an integral part of our vision in transforming the skylines of Mumbai & Thane. **Harmony Lifestyles Group** believes that these localities offer tremendous scope in development and growth, helping us revolutionize the way people work and live.

HARMONY  
re:store



## THE BENEFITS TO SOCIETY

Whether you are a land owner looking to transform spaces or a society aiming towards cutting-edge redevelopment, Harmony Lifestyles Group understands your needs and serves as the perfect partner in achieving your objectives.

- |   |  |
|---|--|
| <b>01</b> Excelling at customer satisfaction since 1974     | <b>02</b> Domain expertise in Mumbai & Thane                         |
| <b>03</b> Lean organisational structure for faster results  | <b>04</b> ISO 9001-2008 certified real estate enterprise             |
| <b>05</b> State of the art ERP software & technology        | <b>06</b> Zero debt group with history of sound financial discipline |
| <b>07</b> Sustainable firm with ESG principles at its core. | <b>08</b> Higher Profitability                                       |
| <b>09</b> Improved brand presence & visibility              | <b>10</b> Financial closure  |
| <b>11</b> Corporate governance                              | <b>12</b> No encumbrance on land                                     |



## WHAT MAKES HARMONY UNIQUE!

As a future-focused real estate innovator with domain expertise in Mumbai & Thane, Harmony Lifestyles Group is here to stay and grow. Instead of chasing short term success, we believe in long term planning that leads to overall progress for our customers, partners, and the industry in general. As such, we are always keen on inviting insightful investors that share our vision for developing a better tomorrow.

Our stringent financial processes and transparent practices follow legal mandates without any compromises. This unfaltering dedication has helped us overcome turbulent times in the city's real estate scenario and maintain a debt free status, while pioneering half a million square feet of development against all odds.



# OUR TESTIMONIALS |

Our biggest award is to develop thriving communities



## Simi Thapar

Head - Leasing, Corporate Finance

Harmony Management and sales team has been extremely customer-focused and responsive to the needs of investors / buyers. The construction work is progressing well and we are kept informed. I have faith in this project and opine that this location will certainly boom with more development and activity in the next 2/3 years.



## Gautam Bhat

CF&AB - Strategy and Business Initiatives

"I have booked a 3 BHK Aptment at Harmony Sky Suites, Kasarvadavli, Thane primarily for investment purposes. I was a little apprehensive about the timelines but was pleasantly shocked to realize that 25 floors were completed within a span of 8 months with the construction quality being premium. The marketing team is very cooperative and endearing and I feel good and happy that my investment is in good hands.



## Srikant Rao

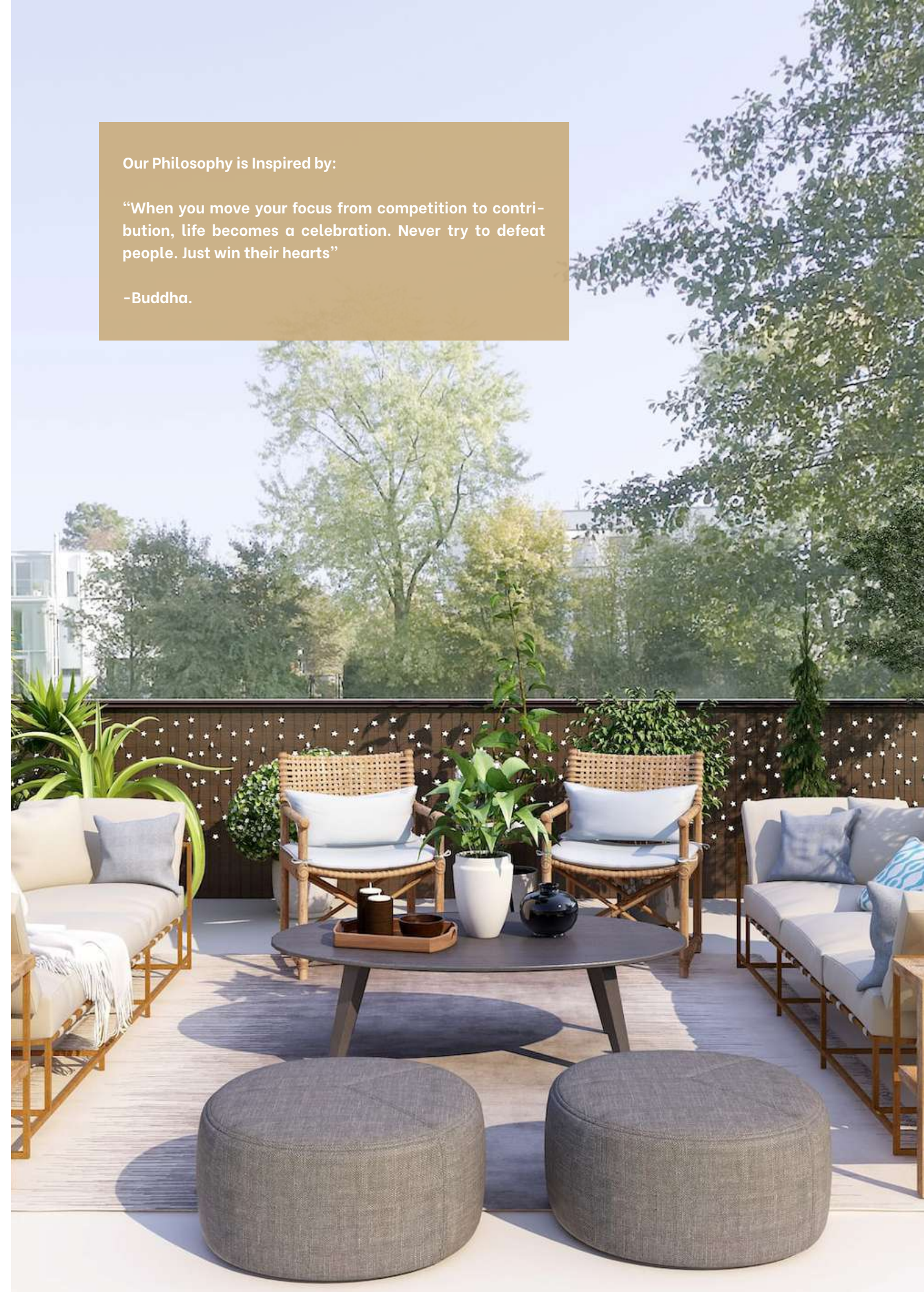
Head – Product & Retention (Mortgage Loans)

I am glad I chose "Sky Suites" as my dream abode in Thane. The location is promising by all means, may it be the speed and quality of construction, the pleasant view of the National Park, appreciation prospects in the area and as an icing on the cake.... a very courteous and friendly team which keeps you updated regularly and is ever willing to engage on all your queries and requests.

Our Philosophy is Inspired by:

"When you move your focus from competition to contribution, life becomes a celebration. Never try to defeat people. Just win their hearts"

-Buddha.







## Desi Homes / SOS Nitelife

Celebrating Deepak Jain's 25 years  
in Real Estate Development

2023



## Accommodation Times Awards

Upcoming Developer  
of the Year

2017



## IBC Infomedia, USA Awards

India No.1 Brand In  
Real Estate Category

2016



## Real Estate Icons of India Magazine

Best Real Estate Icons

2016



## Corporate Czars GEN-X Leadership Awards

CEO Excellence with emerging  
global leaders

2014



## Indian Achievers Awards

By former Union HRD Minister  
Murli Joshi

2014



## Accommodation Times Awards

Innovative Marketing Concept

2008

# OUR AWARDS



## Award winning excellence that Drives results

Creating exceptional value for stakeholders and homebuyers has always been a consistent activity at Harmony Lifestyles Group. Over the years, our commitment to quality has attracted the attention of several bodies that recognise and encourage excellence through awards. These awards are a testament to our standards that have only gotten better with the passage of time.





# HARMONY VENTURES

Harmony Ventures, the investment office of Harmony Lifestyles Group, provides capital to early-stage startups, PE/VC funds, and public-oriented opportunities in India.



## Mr. Maulik Jain

Investment Associate

Maulik Jain is responsible for driving business development and fundraising efforts for Harmony's real estate project pipeline. Since joining the firm in 2022, Maulik helped build the investment office, Harmony Ventures, sourcing and executing 20+ private and public investments.

During his tenure, he completed a 6-month secondment at private equity fund Multiples. Previously, Maulik spent ~3 years working across sales, product, and strategy roles at J.P. Morgan's office in London. He holds a 1st class bachelor's and master's degree in economics from the University of Cambridge. Outside of work, he is a member of the World Economic Forum's Global Shapers Community and an active investor in global markets.

Maulik is currently pursuing an MBA degree in Finance & Real Estate at The Wharton School.





# HARMONY FOUNDATION

Whether it is charity or exceptional lifestyle & business alternatives, giving back to society has always been one of the core objectives at Harmony Lifestyles Foundation, a registered charitable trust, founded in 2011 and spearheaded by Managing Trustee Pooja Jain. The foundation believes in extending its ecosystem of services towards the betterment of mankind across Health, Education, and Environment focus areas.



**Mrs. Pooja Jain**  
Director

Pooja Jain is the founding Managing Trustee of the Harmony Lifestyles Foundation, a registered charitable trust focused on health, education, and the environment.

She has been instrumental in the firm's philanthropic efforts in the healthcare space, including setting up a 100-bed hospital in Udaipur, inaugurated by the former President of India, Smt. Pratibha Patil. Pooja has been investing actively in the Indian public markets since 2014, including equity shares, futures, and options, and brings strategic inputs to the firm's other lines of business.

Pooja has completed the Post Graduate Management Programme for Women at the S.P. Jain Institute of Management and Research. She is an active member of the Rotary Club of Elegant, first as Youth Director and most recently as Treasurer, and is a devoted practitioner of Nichiren Buddhism.





REAL ESTATE | INVESTMENTS | PHILANTHROPY



## Our Headquarters

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